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WAR FOOD ADMINISTRATION

EXTENSION SERVICE

WASHINGTON 25, D. C.



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March 1, 1945

TO STATE EXTENSION EDITORS:

For your information
and appropriate action

Subject: Fat Salvage Information Kit

This kit of material, giving background facts and suggested local releases on fat salvage, was prepared for exclusive extension service use in rural areas. It is the kit promised in Director Wilson's letter of February 10 to extension directors.

The Office of Supply (formerly the Office of Distribution) regional information men are being sent a notification copy, but they will not issue releases based on the press and radio material in this kit. The Office of Supply is looking to the Extension Service to take leadership in promoting fat salvage in rural areas. It is their feeling that your efforts in cooperation with county extension agents can be particularly effective in releasing material through weekly newspapers, rural area radio stations, and the like.

In addition to the two copies we are sending you, Director Wilson is sending two copies to your director with the suggestion that the director put one in the hands of the person he has designated as extension fat salvage leader. You will no doubt want to talk with that person relative to the best possible localization and use of the material in the kit.

You may wish to prepare a localized version of the kit for distribution to the counties. If, instead, you want additional copies of any items of this kit or the entire kit, they will be available. We suggest that you order them as soon as possible through the State extension distribution control officer. (Order individual articles by titles listed in attached letter.)

If you want copies of the mats, mentioned in the kit, let us know within the next week how many you will need so we can be sure to order enough copies.

2 Sincerely,

Lester A. Schlup, Chief
Division of Extension Information

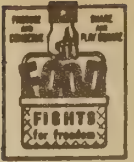
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WAR FOOD ADMINISTRATION

Office of Supply (CCC)

WASHINGTON 25, D. C.



March 1, 1945

TO: Lester A. Schlup, Chief, Division of Extension Information,
Extension Service

FROM: Marvin M. Sandstrom, Chief, Reports and Special Programs *(initials)*

SUBJECT: Rural Kit - Fat Salvage Program

The accompanying kit of informational material on the Fat Salvage Program has been prepared exclusively for the use of the Extension Service in rural areas. The radio and press copy is merely a pattern that may be followed, but to get the most effective coverage it probably should be rewritten in some cases by the Extension Editors to fit local situations and activities.

In addition to this rural kit, another kit will be ready soon for the use of regional and district offices of WFA's Office of Supply (CCC). It will be designed for urban audiences.

Following is a list of the materials included in the rural kit:

General information

- Promotional guide
- Fact sheet
- Copy policy statement
- Questions and answers

Press

- Pattern story for State release
- Pattern story for county release
- Statement to rural homemakers
- Background story for rural magazines
- Newspaper fillers and slugs

Radio

- Background statement for farm program director
- Prepared script
- Radio shorts

Visual

- Line illustrations for letters and circulars
- Limited number of mats of Jones, Krug, Bowles, Major General Gregory, and Rear Admiral Carter. (Not included, but available upon request of Extension Editor.)
- Statement on feature news and advertising service.

Special statements over signatures of:

- Marvin Jones, War Food Administrator
- E. B. Gregory, the Quartermaster General
- Chief Navy Supply Officer
- Chester Bowles, Adm., OPA
- J. A. Krug, Chm., WPB
- Army cook
- Navy cook
- WAVE cook



250,000,000 LBS. OF USED HOUSEHOLD FATS IN '45!

February 1945

In a very few words--that's the **PROBLEM**. We must salvage 250,000,000 pounds of used kitchen fat in 1945 to help meet **MINIMUM** requirements on products made from inedible tallow and grease.

JUST WHAT ARE THE "NEEDS"? Well, frankly, for the type of fats collected under the Fat Salvage Program they run to over 2½ **BILLION** pounds, total. We've got to take care of these needs to meet expanded military and industrial requirements--for munitions, medicines, military soaps (scores of types for scores of specialized uses)--for minimum civilian soap requirements and for hundreds of other things, including--



COATINGS that protect ships, tanks, fabrics, and other implements of war.



SYNTHETIC RUBBER MANUFACTURE AND PROCESSING--to keep the Army rolling this will require 170,000,000 pounds of inedible fats.



HYDRAULIC FLUIDS--for those big bulldozer lifting mechanisms, and others.



PRINTING INK--for the Nation's presses.

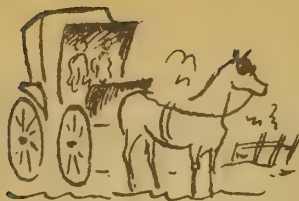
AND MANY, MANY OTHER products that **MUST** have greater or lesser quantities of fats--or they can't be made and used effectively.

LET'S GET THIS STRAIGHT TO START WITH--

The Fat Salvage Program on used fats cannot and is not intended to furnish *all* the inedible fats required for all the products made with these materials. Salvaging used fats--if done efficiently--will help make up the **DEFICIT** in our available supplies of inedible fats.

Other sources of fats of the type collected under the Fat Salvage Program include the residue of refined vegetable oils, a large quantity of inedible tallow and grease that never goes into the home, a group of fish oils, some imported oils, and a small quantity from other miscellaneous sources.

Adding all these sources together and balancing them against essential military, industrial, and civilian requirements--we need all the used fat that can be salvaged in 1945! Ten percent of the total requirements can be met if the goal of 250,000,000 pounds is reached.



THINGS AREN'T LIKE THEY USED TO BE!

In fact, they're a long way from being like they used to be. In the Philippines--where General MacArthur, American armed forces and Filipinos are conducting a brilliant campaign of liberation--the United States used to be able to get annually more than one-half billion pounds of fats and oils. The East Indies were a source, too.

Even with present military successes--the Philippines cannot be counted on to furnish appreciable quantities of fats and oils for a considerable period. The length of that period is anybody's guess. Same goes for the Indies.

COMING RIGHT DOWN TO CASES--we can't meet all our needs for fats and oils by importing from some other places.

Farmers are producing fats and oils to the best of their ability.

It is just as important for the housewife to save her family's used fats as it is for the farmer to plant cotton, soybeans, peanuts, or corn. The 1945 fat salvage goal of 250 million pounds of used kitchen fats would be equivalent to the oil produced from more than 1 million acres of peanuts, or more than 1½ million acres of soybeans. Likewise, it would be equivalent to the lard from more than 7 million head of hogs or the tallow from the slaughter of 3 million head of cattle.

AND TO MAKE UP A DEFICIT--we simply have to salvage **USED FATS** that otherwise are wasted. The problem of helping to meet the Nation's total needs is squarely up to individual homemakers.

WHAT ARE THE CHANCES OF DOING THE JOB?

In a few words--chances are good--if folks pitch in and help.

Prior to the war it is estimated that at least half a billion pounds of used fats were poured down the drain.

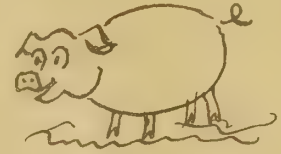
What happened "Way back when"--may not have been so important--but it's different now. A minimum of 250,000,000 pounds of this strictly unusable product--so far as homes are concerned--are needed to help fight the toughest war the Nation ever set out to win.

Homemakers have done a grand "about face" and they *have* salvaged a lot of used fat--170 million pounds last year--but more is urgently needed this year.

The armed forces have cooperated splendidly and fat salvage in armed forces' kitchens is given the same efficient attention as mechanical crews give to motorized equipment. The armed forces are doing a tip-top job, having saved more than 50 million pounds of used fats last year. They aim to salvage even more in 1945.

THE COMPARATIVE SITUATION--'44 and '45

Although we have greatly increased military and industrial requirements for fats and oils in 1945, our supplies are less plentiful. Total domestic production of fats and oils for use in 1944 was about 10.9 BILLION POUNDS. For 1945 total domestic production is estimated at 9.8 BILLION pounds...1.1 BILLION pounds less than last year!

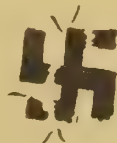


Why will our 1945 fats and oils supply be smaller?

1. In 1944 the Nation had the largest livestock marketings in its history, particularly hogs. Heavy slaughterings yielded ample supplies of lard and grease. *Production of lard was 3,250,000,000 pounds.* In fact, lard came on the market in such quantities that available storage space could not accommodate all of it, and some supplies had to be diverted to industrial uses. In 1945 we shall have reduced supplies of lard and grease from animal slaughter. Last year farmers took steps to balance livestock production to available feed supplies and pasture.... This will mean a lower total 1945 slaughter. Cattle slaughter will be about at last year's level, but hog slaughter will be down sharply in 1945 since 1944 hog production was 29 percent lower than 1943. *It is estimated that production of lard in 1945 will be only 2.4 million pounds.* And the equivalent of 40 percent of all lard must be set aside for Government purchase.
2. In 1945, total output of inedible tallow and greases may be around 1,820 million pounds--about 150 million pounds less than in 1944.
3. In 1944 military demands for fats and oils--and products requiring these things in their manufacture--were high. In 1945 military and industrial requirements for the type of fats collected under the Fat Salvage Program are even higher.

IN SUMMARY: The Nation is tapping every available source for its needed fats and oils. Domestic sources provided 90 percent of the 12 billion pounds of all types of fats used and exported in 1944. In 1945 we are unable to look forward to importing any additional substantial supplies to aid this situation. *In spite of all current efforts to "up" our yields of fats and oils, there is urgent need to salvage used fats.*

WHATEVER HAPPENS IN EUROPE--



No matter how successful the Russians may be--or how successful American and British and French troops may be in Europe--used household fats are still going to be needed in great quantity in 1945. Production of these materials can't immediately pick up in Europe, even though peace came tomorrow--and demand

can't slacken. Subsequent to the collapse of Germany, the United States still has a big, tough war on its hands, with the Japs. Inedible fats will be needed—and badly needed, during 1945, regardless of foreseeable military developments.

LET'S GO AFTER THE FAT--

There is no doubt about the need for used fats. Mrs. Housewife's kitchen is the chief source. And there's where most of it will have to come from. True, many of the meats from which the most fat comes--like bacon, sausage, and pork chops--appear in butcher shops and stores less frequently. And many of the cuts that housewives do get have less fat on them than last year.

But the Nation needs used fats to help carry on the war effort. And the **NEED** for used fats should be brought home regularly and forcefully to Mrs. Housewife wherever she may live--big city, little town, or on the farm. After housewives have used household fats until they are no longer usable, then they should turn them in for salvage.

LET'S MAKE FAT SALVAGE A HABIT.

A number of surveys have shown that larger quantities of used kitchen fats would be salvaged if **A METAL CONTAINER WERE PLACED IN A HANDY SPOT TO MAKE IT EASY AND HABITUAL FOR MRS. HOUSEWIFE TO POUR THESE USED FATS INTO.**

To overcome this--perpetually push the idea of **KEEPING THE SALVAGE FAT CONTAINER CONVENIENT IN THE KITCHEN AND HANDY TO THE STOVE. THIS CAN BE DONE VISUALLY, IN PRINT AND BY THE SPOKEN WORD.**



AND FEATURE THE REWARD ANGLE, TOO!

Admittedly, there's **NEED** to salvage used fats--a need that **MUST** be met.

However--also stress to Mrs. Housewife that in addition to helping meet this **NEED**, there's also a very tangible, worth-while reward to her for helping save the used fats that are needed in the war effort--!

Reemphasize constantly that in addition to performing a necessary war aid in salvaging used fats, Mrs. Housewife should receive....

4 cents per pound..... and must receive.....

TWO (2) RED POINTS PER POUND.....

.....for **EVERY POUND OF USED FAT THAT'S SALVAGED!**

With foods that require red points now under tighter rationing than was true a while back--(and likely to remain that way for some time)--those **TWO** red points have a greater attraction for Mrs. Housewife than previously--wherever she may live.

AND LASTLY-----

TURN IN YOUR USED FATS AND TELL OTHERS TO DO LIKEWISE. TURN THEM IN TO YOUR GROCER OR BUTCHER. USED FATS ARE MORE GREATLY IN NEED THAN EVER BEFORE.

UNITED STATES DEPARTMENT OF AGRICULTURE
WAR FOOD ADMINISTRATION
Washington 25, D. C.

FACT SHEET ON FAT SALVAGE PROGRAM

February 1945

The Problem:

Greatly expanded military needs for fats and oils, the most serious shortage of some important raw materials since mid-1943, waste of approximately two-thirds of a potential supply of 500 million pounds of used household fats... these factors make clear that used household fats, the kind found in every home, restaurant, hotel--everywhere that food is consumed--are the Nation's richest remaining source of critically needed raw fats. It is vitally necessary to arouse housewives, restaurateurs, and all other users of kitchen fats so that they will save these fats to meet this current wartime need.

The Need: Military and industrial requirements for fats in 1945 are more than 2 1/2 times 1940 governmental-industrial uses and well above those of 1944. We must also meet essential civilian needs. To meet all needs, it will be necessary to draw on supply sources other than those coming from imports and domestic production. The most fertile source is used kitchen fats. Salvaging these used fats does not curtail their use in the home, yet it helps provide vital raw material for war priority goods.

The Situation:

This year, despite our increased requirements for fats and oils, supplies will not be as plentiful as in 1944. The reason: 1944 was a peak year in fats and oils production. The 1944 record hog slaughter, which yielded 3,250,000,000 pounds of lard will not be repeated in 1945. Last year lard came on the market so rapidly that storage space could not always be found for it, and it was necessary to divert millions of pounds to industrial uses. This year the output of lard and rendered pork fat is expected to total about 2.4 billion pounds about 850 million pounds less than in 1944. And the equivalent of 40 percent of the total production of all lard must be set aside for Government purchase.

Cattle slaughter in 1945 is expected to be about the same as in 1944. Thus, increased supplies of fats and oils from this source cannot be counted upon. Hog slaughter in 1945 will be down sharply, because the 1944 crop of pigs (which are to be slaughtered in 1945) was 29 percent lower than the 1943 crop.

Total output of inedible tallow and grease may be as high as 1,320 million pounds in 1945, which would be about 150 million pounds less than 1944 production.

Total domestic production of fats and oils for use in 1945 will be slightly less than 10 billion pounds. Production in 1944 was 10.9 billion pounds. Average domestic production of fats and oils in the 1937-41 period amounted to 8.2 billion pounds, but pre-war demands were a far cry from the present high military and other governmental needs.

What Has Happened:

During the last 5 months of 1944, monthly collections of used kitchen fats fell off about 3 million pounds. This was attributed partially to decreased bacon and pork supplies and the lower fat content of meat from animals available to civilian customers. In the face of heavy demands, however, collection of used fats must be increased.

The Goal:

It has been estimated that used kitchen fats potentially available amount to 500 million pounds yearly. In 1944, about 170,000,000 pounds were turned in by American housewives and about 50 million pounds by our armed forces. This is less than one-half the estimated supply available each year. If 250 million pounds of used fats -- the 1945 goal -- could be obtained, it would be equivalent to the oil produced from more than a million acres of peanuts, or 1 1/2 million acres of soybeans, or the lard obtained from 7 million head of hogs, or the tallow from about 3 million head of cattle. (250,000,000 pounds is civilian goal, armed services' goal is 72,000,000 pounds.)

War Uses:

Used kitchen fats -- the drippings from roasting pans and broilers; residual grease after frying bacon, sausage, and other meat products of high fat content; grease skimmed from stews or meat-base soups; used lard, vegetable shortenings, and cooking oils; fats cut from meats during preparation, and left-overs; all fats and oils that are products of cooking -- have a multitude of important war uses. Products of these fats help to make munitions, military and civilian soaps, military medicines, synthetic rubber, airplane lubricants, incendiaries, nylon for parachutes, high-resistant paints, hydraulic fluids, pharmaceuticals, fabrics, metal workings, food products, tanning and processing of leather, insecticides, fungicides, and many other products, both military and civilian.

Outlook:

Even after the liberation of the Philippines from where we received annually from 500 to 700 million pounds of fats and oils, supplies cannot be increased immediately. Exports of copra and coconut oil from these islands are not expected to be resumed in quantity until a year or so after liberation. Reduction in the needs of the armed forces in Europe, for instance, will be offset by needed edible fats and oils, plus soap, for liberated areas. It is clear that all available sources of fat supplies should be utilized fully.

Quotas:

The need for fats is so acute that instead of setting up quotas, housewives are simply being asked to turn in all fats they can after they've derived full use of them in the kitchen. All housewives are being requested to do this.

Co-operating Agencies:

While WFA has the directing responsibility for the Fat Salvage Program, cooperating agencies include the War Production Board, the Office of Price Administration, the armed forces, and the Office of War Information. Hundreds of national, State, and local groups are participating. Industry efforts are

coordinated in large part through the American Fat Salvage Committee, Inc.

OPA

In December 1943, OPA authorized a payment to housewives and boardinghouse keepers of two red points per pound for salvaged household fats. OPA also established a ceiling of 4 cents per pound to be paid by the local grocer or meat dealer for the salvaged fats. OPA continues to have full responsibility for ration points for salvaged fats and the price paid.

WPB

The War Production Board (through State, County and local salvage committees, conducted the Fat Salvage Program from April 1942 to October 1944. While the operating authority has been transferred to the War Food Administration, the WPB and the salvage committees at all levels continue in active cooperation assisting in promotion and aiding in solving problems.

Extension:

The Extension Service of the WFA is helping to stimulate collections of used household fats in rural and farm areas.

Collections:

Renderers, known as "Master Collectors," generally make collections from retail stores on a regular schedule. The OPA sets up a bank of points for these renderers and collectors for their use in paying points to the retailer. Monthly reports made by renderers to the OPA are the basis for further allotments of points from the OPA. In rural areas collections may be different due to local conditions, but the general operational plan is the same.

Collection problems are the main bottleneck in the Fat Salvage Program. Two of the most commonly encountered are: (1) The local butcher or grocer being reluctant sometimes to accept fats the housewife has saved, and (2) problems of the meat dealer or grocer in getting the fats picked up by renderers or independent collectors. Shortage of trucks, tires, gasoline, and other transportation difficulties have made rural pick-ups especially difficult.

Collection problems have been vigorously attacked in recent weeks by the cooperating agencies. Particular effort is being made by District representatives of WFA's Office of Supply to see that collection services are maintained as adequately as possible in view of over-all transportation difficulties. Local civic organizations are being asked to do everything possible to solve local "pick-up" problems. Acute problems of this nature should be immediately referred to WFA's District representatives or to one of the regional offices. (List attached)

To help with collection problems, the Railway Express Agency has arranged to accept shipments of used fats in leakproof containers at any one of its 23,000 points. Exceptions are certain large, metropolitan cities. These shipments must weigh at least 48 pounds. Renderers will supply dealers with leakproof containers, will pay shipping charges to and from their plants, and

reimburse meat dealers at the rate of 5 cents and two red points per net pound of fat shipped. Arrangements with trucking associations, independent truckers, and similar outfits can be made on this same basis.

A solution of local "pick-up" difficulties, it is believed, will dissipate any reluctance on the part of some meat dealers and grocers to handle used fats. Further education is needed in some areas, however, to get local butchers and grocers to pay cash as well as points for used fats turned in.

Under OPA regulations, meat dealers must pay two points and should pay up to 4 cents for each pound of used kitchen fats they collect from the housewife.

Fat Salvage Facts:

The War Food Administration has asked farmers to greatly increase their acreage of oil-bearing crops. But this is not enough. Housewives and other users of kitchen fats are being asked to contribute further, both on military and home fronts, through the Fat Salvage Program. They are asked to pour used kitchen fats into a clean tin can (strain the fats if possible), and take them to the grocer or butcher during his collection hours. For each pound of fats, two red ration points and up to 4 cents will be paid by the grocer or butcher.

Here are some points which may be helpful in preparing program copy:

- (1) Women think the Government wants only their "clean" fats. Dark or smelly fats have not lost their usefulness and are worth salvaging.
- (2) Some women make hard work of the operation. Nearly one-third don't even keep the salvage container (best choice is a fairly large, clean tin can) in the kitchen. Only 11 percent keep a receptacle ~~on the back~~ ^{near} of the stove.
- (3) Many women don't recognize the poundage (and the extra red points) to be obtained from saving and melting down solid fats trimmed from meat, both before and after cooking and by rendering out the fat left on the family's dinner plates.
- (4) With most housewives, saving fats has not yet become a regular operation. They don't think to skim the stews and soups and really scrape the broiler pan or skillet. It should be emphasized that all fats no longer usable should be saved, and turned back to the grocer or butcher.
- (5) Housewives should take care to remove all water, bones, and other bits of foreign matter before turning fats in, since such impurities cause rapid deterioration of fats and limit their value. Therefore, while straining is not wholly necessary it is desirable.

Specific appeals for rural audiences include:

- (1) Farmers have a direct interest in this program since fats collected under the program are used in making many items used on the farm. Examples: Insecticides, fungicides, synthetic rubber needed to keep trucks rolling, protective coatings for farm implements, certain veterinary preparations for

treatment of livestock, leather, explosives used for blasting rocks, stumps, etc.

(2) It is as important to save used fats on the farm as it is to raise oil crops, since another source of fats of the type collected in the Fat Salvage Program is the residue of refined vegetable oils. Thus, used household fats from soybeans, peanuts, corn, and cotton in the march from farm to battle-front.

(3) Farm housewives on the whole have a greater opportunity to save fat than city housewives, because of home produced meats, plentiful use of poultry, etc.

(4) Rendering of waste fat is important at butchering time. This can include meat trimmings, and other scrap materials.

(5) Farmers should be urged to see that local renderers collect all dead animals -- an important source of fat.

TURN IN YOUR USED FATS TO YOUR BUTCHER OR GROCER

USED FATS ARE NEEDED--NOW!

WAR FOOD ADMINISTRATION

REGION I

NORTHEAST REGION

Regional Office:

Francis D. Cronin, Director
150 Broadway
New York 7, New York
Tel. Rector 2-4720

District and Sub-District Offices

Brennan, Fitch L.
District Representative
153 Court Street
New Haven 10, Connecticut
Tel. New Haven 7-5717

Shedd, Clifford W.
District Representative
205 Custom House Building
Wilmington 24, Delaware
Tel. Wilmington 5-3371

Brett, Charles J.
Sub-District Representative
Greenlaw Building
229 Main Street
Presque Isle, Maine
Tel. Presque Isle 3291

Quinn, Charles M.
District Representative
Post Office Building
Hallowell, Maine
Tel. Hallowell 2785

Halnan, Chester A.
District Representative
150 Broadway
New York 7, New York
Tel. Rector 2-4720

Hearn, Philip B.
District Representative
90 State Street
Albany, New York
Tel. Albany 5-4571

Lester, Fred
Sub-District Representative
223 Erie Street
Buffalo, New York
Tel. Washington 5244

Baldrige, Niles S.
District Representative
210 E. Lexington Street
Baltimore 2, Maryland
Tel. Plaza 3897

Sullivan, John H.
District Representative
406 Park Square Building
Boston 16, Massachusetts
Tel. Liberty 7520

Morgan, Willis R.
District Representative
20 Washington Place
Newark 2, New Jersey
Tel. Market 3-0972

Thompson, William S.
Sub-District Representative
Laurel and Commerce Streets
Bridgeton, New Jersey
Tel. Bridgeton 2038

Conaboy, John F.
District Representative
611 Market Street Bank Bldg.
Philadelphia 7, Pa.
Tel. Rittenhouse 4156

Walsh, William M.
District Representative
248 Fourth Avenue
Pittsburgh 22, Pennsylvania
Tel. Grant 0800

Barry, Edward H.
District Representative
511 Westminster Street
Providence 3, Rhode Island
Tel. Gaspee 1008

THE HISTORY OF THE

REIGN OF

THE
KING
OF
ENGLAND
IN
THE
THIRTEENTH
CENTURY

BY
JOHN
HARVILL
OF
THE
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IN
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TENTH
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THE
ELEVENTH
VOLUME

THE
TWELFTH
VOLUME

Region II - Southern Region (Cont'd)

District and Sub-District Offices

Moody, C. Hillman
District Representative
1013 Raleigh Building
Raleigh, North Carolina
Tel. 3-3841

Kerr, Earl A.
Sub-District Representative
327 New Post Office Building
Knoxville 10, Tennessee
Tel. 2-1270

Robb, Robert E.
District Representative
1401 Hampton Street
Columbia 29, South Carolina
Tel. 3163

Munro, Stanley E.
District Representative
203 N. Jefferson Street
Richmond 20, Virginia
Tel. 2-3973

Ross, Claybourne B., Jr.
District Representative
402 Warner Building
Nashville 3, Tennessee
Tel. 6-3604

Kipps, Michael S.
Sub-District Representative
814 State and City Office Bldg.
Roanoke, Virginia
Tel. 3-1304

REGION III

MIDWEST REGION

Regional Office:

Errol O. Pollock, Director
5 South Wabash Avenue
Chicago 3, Illinois
Tel. Central 7340

District and Sub-District Offices

Hodge, John W.
Sub-District Representative
503 United Mine Workers Bldg.
Springfield, Illinois
Tel. 29616

Sykes, Vergil C.
Sub-District Representative
Box 589, 517 $\frac{1}{2}$ North Dewey St.
North Platte, Nebraska
Tel. 2400

Stolte, William A.
District Representative
Room 817 - 5 South Wabash Avenue
Chicago 3, Illinois
Tel. Central 7340

Brine, William M.
Sub-District Representative
310 Murray Building
48 Division Street
Grand Rapids 2, Michigan
Tel. 97281

Richey, Perry S.
District Representative
421 Security Trust Building
Indianapolis 4, Indiana
Tel. Franklin 2471

Griffin, Floyd
Sub-District Representative
Faller Building
8th and Walnut Streets
Cincinnati 2, Ohio
Tel. Parkway 3673

Region III - Midwest Region (Cont'd)

District and Sub-District Offices

Sheehe, George B.
District Representative
208 Old Colony Building
Des Moines 9, Iowa
Tel. 33118

Pulvermacher, Clifford G.
District Representative
731 Atlas Bldg.
8 East Long Street
Columbus 15, Ohio

Doane, Angus C.
District Representative
3333 Barlum Tower
Detroit 26, Michigan
Tel. Cherry 1558-9

Isaken, Joseph P.
District Representative
347 Dakota Avenue, South
Huron, South Dakota
Tel. 860

Booth, Ernest G.
District Representative
110 Federal Courts Building
St. Paul 2, Minnesota
Tel. Cedar 8033

Gunderson, Gordon W.
District Representative
20 North Carroll Street
Madison 3, Wisconsin
Tel. Gifford 4515

Tuchscher, Floyd H.
District Representative
8th Floor, Civil Courts Bldg.
St. Louis 1, Missouri
Tel. Garfield 3352

Lenahan, Edmond L.
Sub-District Representative
Room 304, Courthouse
Milwaukee 3, Wisconsin
Tel. Broadway 5645

Angle, William T.
District Representative
5th Floor, City Hall
Kansas City 6, Missouri
Tel. Victor 0666

Frost, Emil
District Representative
400 DeLendrecie Building
Fargo, North Dakota
Tel. 5349

Anderson, Arthur E.
District Representative
Box 150 State House Station
Lincoln, Nebraska
Tel. 26317

Flannery, Kenneth W.
District Representative
Room 605, Ninth-Chester Bldg.
Cleveland 15, Ohio
Tel. Cherry 3780

REGION IV

SOUTHWEST REGION

Regional Office:
Latham White, Acting Director
425 Wilson Bldg,
Dallas 1, Texas
Tel. Riverside 1121

District and Sub-District Offices

Hinton, Carl
Acting District Representative
426 Donaghey Building
Little Rock, Arkansas
Tel. 4-6428

Freeman, G. Chester
District Representative
113 Old State Capitol Bldg.
Baton Rouge 2, Louisiana
Tel. 3-8353

Region IV - Southwest Region (Cont'd)

District and Sub-District Offices

Lilley, Charles W.
District Representative
407 Security Life Building
810 14th Street
Denver 2, Colorado
Tel. Keystone 4151

Gerling, Paul H.
Sub-District Representative
300 Orpheum Building
Wichita, Kansas
Tel. 2-3093

Phillips, Paul E.
District Representative
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2/17/45

WAR FOOD ADMINISTRATION

Washington 25, D. C.

February 1945

FAT SALVAGE PROGRAM COPY POLICY

The need for salvaging used kitchen fats in 1945 is more important than ever. Military demand for products that fats and oils help to make is greatly expanded. Measured against this demand are declining supplies of some of the important fats and oils. Also, our pre-war import sources of oils have been cut off almost entirely.

Military and industrial requirements this year for fats and oils of the type collected in the fat salvage campaign are more than 2-1/2 times 1940 governmental-industrial needs. Essential civilian requirements must be met also. Despite this greater demand, sources of supply will not be as plentiful as last year -- a period of record U. S. production of fats and oils. In short, we have urgent need in 1945 to salvage 250,000,000 pounds of used fats to help to make up a deficit. The richest remaining source is used kitchen fats--the kind found in homes, restaurants, hotels -- any place where food is consumed.

The War Food Administration is spearheading the current fat salvage campaign, with the cooperation of the War Production Board, the Office of Price Administration, the Office of War Information, the armed forces, and interested industry and civic groups.

Several months ago these groups agreed on certain definite policies as a guide to all promotional activities for salvaging used fats. These policies are:

1. The products of fat salvage have many uses. Any of them may be chosen for emphasis in some approximation of their importance to the war effort. It should not be implied that any one is the sole reason for salvage.
2. Such emphasis, however, should not neglect the extraordinary variety of important uses of fats, and copy may make considerable use of this variety.
3. It is desirable that information material should dramatize the war and industrial uses of fats of the type collected in the Fat Salvage Program.
4. Appeals to fear, however, should be avoided. It is not proper to suggest, for example, that failure to turn in fats will result in deaths of American soldiers or the loss of a battle.

These, then, are the broad policy outlines shaped to bring about the most effective results possible. They are to be used for guidance in the preparation of all Fat Salvage Program materials. Adherence to them will assure maintenance of the integrity of the program and its objectives. They are to be translated into specific copy slants and appeals as suggested below:

DO dramatize war and industrial uses of fats (Example: "Out of the Frying-Pan into the Firing Line," depicting use of fats in helping to make munitions, military medicines, protective coatings, opiates to ease pain, sulfa ointments, smallpox vaccines, synthetic rubber, nylon for parachutes, textile, lubricants and cutting oils, mildew- and water-proofing materials for military uses, leather, military and civilian soaps, and so on.)

BUT DON'T appeal to fear. (Example: "Failure to turn in fats will deprive service men of needed materials, even of their lives.")

DO make sure that in publicizing military or other war uses of these fats that emphasis also is given to civilian uses. (Example: "This is only one of thousands of ways in which your used fats help on the home front and on the war fronts.")

BUT DON'T place your emphasis wholly on soap for civilians. (Example: "Failure to turn in enough used fats will mean rationing of soap to civilians.")

DO talk about what salvaged fats are used for (as in any of the examples listed above.)

BUT DON'T emphasize one particular use, implying that it is the sole reason for salvage.

DO present facts from the positive viewpoint (Example: "One in seven American housewives is doing a 100 percent job in salvaging used kitchen fats. If all housewives turned in all available used kitchen fats, we could collect about three times the present rate. This would enable us to meet stepped-up military demands as well as to maintain essential civilian requirements.")

BUT DON'T scold. (Example: "Because you haven't turned in all your used kitchen fats, you are helping to keep fat salvage collection below the levels needed to meet high military demands and essential civilian needs.")

DO use words of broad scope (Example: "munitions" rather than "Ammunition.")

BUT DON'T tie down use to too specific things. (Example: Use of "glycerine" when it is not absolutely necessary to the sense of the announcement. It is all right to say "essential ingredient." Don't say fats make war-needed products, but are "used in making," or "help to make.")

DO refer to fats as "used" or "used household fats."

BUT DON'T call them "waste fats." (Example: "Turn in all your waste fats to your local butcher." Correct way is: "Turn in all your used kitchen fats to your local butcher.")

DO ask that housewives turn in all fats when they are no longer usable for cooking. Just because fats are dark and smelly does not mean that they are no longer useful in the war effort.

BUT DON'T stress that fats must be "strained." (Example: "Strain your used kitchen fats into a clean tin can as soon after use as possible." Say instead, "Pour your used kitchen fats into a clean tin can as soon after use as possible." Straining is desirable, but not absolutely essential.)

DO point out that hard work need not be made of the operation of salvaging fats. (Example: "It's easy to do your share in the Fat Salvage Program if you keep a clean tin can handy in the kitchen. Keep it on the back of the

stove, if possible, or anywhere that is convenient for constant use. Then pour the used fats into the can while they are still hot.")

BUT DON'T suggest that housewives wait to take the can to the butcher until exactly a pound or more is collected. (Example: "Take it to your butcher when you have a pound or more." Say instead. "...when the can is full.")

DO say "American women are asked by their country to turn in at least 250 million pounds of used kitchen fats this year."

BUT DON'T say, "American women must turn in more than 250 million pounds."

DO stress the wide variety of uses of fats--civilian as well as military and industrial.

DO suggest the many ways in which saving and turning in used fats can add to housewives' red points. (Example: "Turning in 6 pounds of used fats would mean enough red points to obtain a half pound of butter.")

DO stress time of collection. (Example: "Don't wait until the butcher's (or grocer's) busy period to turn in your used kitchen fats. Turn in your fats before the week end." Or, if certain days are designated for turning in kitchen fats, stress that fact.)

DO point out that solid fats trimmed from meats before and after cooking and from fats salvaged from scraped dinner plates can be melted and added to the fat collection.

DO suggest that saving fats be practiced until it becomes a regular operation. (Example: "Always skim stews and meat-base soups, and really scrape the broiler pan, roasting pan, or skillet, for those all-important used kitchen fats. Pour them into a clean tin can and turn them in to your butcher.")

DO point out that two red ration points and 4 cents per pound will be paid for used kitchen fats. Butchers will pay at this rate for all used kitchen fats turned in.

DO point out that any size can may be used, so long as it is clean and made of metal. It does not matter if the clean tin can is large or small. Housewives find empty fruit juice or vegetable cans useful in saving fats.

DO point out that metal cans are necessary because retailers must turn in salvaged fats to renderers in the original containers in order to keep poundage and ration point bonuses straight, and when quantities of cans are turned in this way, containers other than metal ones are likely to break.

DO point out that it is desirable to have tops covering the cans, but it is not absolutely necessary. A top can be made for the can with a small piece of waxed paper tied to the can. A top is especially desirable when fats are "runny".

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

FAT SALVAGE

Questions & answers

February 1945

This statement, prepared for general distribution, is intended to supply the answers to some of the questions raised by the public generally. For additional information write to the Office of Supply (CCC), Washington 25, D. C., or to one of its regional offices in New York, Atlanta, Chicago, Dallas, or San Francisco.

Saving Used Fats in the Home

1. Q. Who should save used fats?

A. All housewives--rural and urban--are being asked to save used fats.
2. Q. What kind of fat should the housewife save?

A. All kinds of used household fats. However, the housewife should get all possible use out of cooking fats, such as the fat from bacon, before they are placed in a container for salvage. Dark or smelly fats are needed as well as "clean" fats. Melted-down meat trimmings and table scraps should be included.
3. Q. Should the housewife strain the fat?

A. She should strain it if it contains bone, pieces of meat, or other foreign matter. In general, straining is desirable, but not absolutely necessary.

The Container

4. Q. Into what kind of container should used fats be put?

A. Into a tin container. OPA regulations require that the butcher or grocer turn the fat over to the renderer in the container used by the housewife. Paper containers leak, and glass containers break too easily.

5. Q. What size container should the housewife use?

A. Any size may be used. Many housewives prefer to use tin cans in which fruits, vegetables, or fruit juices have been packed and which will hold 2 or 3 pounds of fat.

6. Q. Is it necessary to have the container covered when it is turned in to the meat dealer or grocer?

A. No, but this is desirable to prevent spilling if the fat is not congealed.

7. Q. Where should the housewife keep the fats container?

A. It is suggested that a small tin container be kept near the stove to make it convenient for her to save the used fats. Fat from the smaller container can be poured frequently into a larger tin container, which should be stored in a cool place.

Collecting Used Fats

8. Q. Where should the housewife take the used fats?

A. To the butcher or grocer with whom she trades regularly.

9. Q. On which day of the week should the housewife take used fats to her butcher or grocer?

A. She should be considerate of the butcher or grocer. It is best not to take the fats to him when his store is especially rushed. She should avoid turning in fats on Friday or Saturday, when the grocer or butcher is at his busiest.

10. Q. How often should used fats be turned in?

A. Whenever the housewife has a containerful.

11. Q. Who collects used fats from the butcher?

A. Rendering companies or independent collectors.

12. Q. What happens to the fat if the butcher or grocer is not on a route regularly served by a renderer?

A. Many renderers make special collections, and such renderers request that butchers or grocers who are not on their regular collection routes send them a postal card, telling the quantity of fat on hand so that they can make arrangements to have it picked up.

13. Q. What can a butcher or grocer do if no collection service can be provided by a renderer?
- A. Very often arrangements can be worked out through trucking companies. However, to meet such special need, the American Express Company has arranged to accept shipments of used fats in leak-proof containers at any one of its 23,000 collection points. *Certain large metropolitan cities are excepted.* These shipments must weigh at least 48 pounds. Renderers will supply meat dealers or grocers, on request, with the necessary drums, and will pay shipping charges from and to their plants. They reimburse butchers and grocers at the rate of 5 cents and two red points per pound net, of fat shipped. The Express Company will pick up the full metal drums at the butcher's or grocer's store.
14. Q. How do trucking companies collect fat?
- A. Renderers provide metal drums (as outlined in Answer No. 13), in which the butcher or grocer places the cans of used fat. The full drums are picked up by the trucking companies.
15. Q. Is it necessary for the butcher or grocer to turn over the used fats to the renderer in the same containers in which housewives take them to the store?
- A. Yes (see Answer No. 4).
16. Q. What should the butcher or grocer do if there is a renderer in the community but no collection at his store?
- A. The butcher or grocer should contact the renderer and ask him to pick up the fat regularly, or special arrangements should be worked out whereby the renderer will pick up the fat when he is notified. However, if the butcher or grocer has difficulty in getting anyone to pick up used fat, he should get in touch with his local salvage committee.
17. Q. Where can the butcher or grocer get the name of the nearest rendering company?
- A. Usually the local telephone directory will have these companies listed. If not, contact the War Food Administration office in your State, or write to the War Food Administration, Washington 25, D. C.
18. Q. Does the butcher or grocer have to accept used fats?
- A. The answer is "No," but practically all butchers and many grocers gladly accept this patriotic responsibility.

19. Q. What does the housewife do if her regular butcher or grocer does not accept used fats?
- A. This is a problem to discuss with your local salvage committee. Usually it is possible to arrange to have the meat dealer or grocer accept used fats, or find someone who will. Difficulties of this kind usually stem from lack of arrangements with renderers or collectors for picking up the salvaged fat. (See Answers Nos. 16 and 17.)
20. Q. If a renderer has difficulty in obtaining the metal drums needed in making collections, what can he do to get them?
- A. The renderer should write to the district representative of WFA's Office of Supply (CCC). This office will have a list of companies which are usually able to supply the drums. The butcher or grocer should always get in touch with the renderer when drums are needed.

Volunteer Group Action

21. Q. Are voluntary group efforts in the Fat Salvage Program being encouraged?
- A. *Emphatically yes.* The program can fully succeed only through local cooperation and action. In addition to the actual saving of used fats by individuals, there are many ways in which local civic, consumer, and other organizations can assist. In many localities their greatest help can be in arranging for regular pick-ups by renderers and collectors from local butchers and grocers.
22. Q. How can volunteer groups sponsor contests and similar activities to encourage the turning in of used fats?
- A. A volunteer group can register with the district office of the OPA as an independent collector and receive ration points to pay for salvaged household fats, or may serve as an agent of a renderer, through whom the points may be handled. Under both the arrangements, however, points must be paid at the time the fats are acquired. Since weighing facilities must be provided, and red points must be paid for used household fats at the time they are acquired, these arrangements generally do not represent the most feasible means of handling volunteer operations. There are two functions which must be considered carefully when starting a contest or other volunteer group activity: *Collection facilities--from the local point to the renderer--must be assured, and the donor of the fats must be assured of getting two red points per pound for fats turned in.* Consequently, the most feasible way of handling volunteer collection activities is

through the local meat dealers and grocers who can provide all the necessary facilities for weighing, making point and price payments, and collecting.

For example, if the 4-H clubs in a county wished to have a contest on turning in used fats, the contest might be worked out on this basis: The individual club members could turn in the used fats saved in the home, and collect the points and the money given by the grocer or meat dealer, with whom the club leader has made advance arrangements for accepting the fat. The grocer or butcher could also give the club member a receipt for the poundage of fat turned in, to be used for club records, etc. The points collected by the club member then could be turned back to his mother for use in purchasing rationed foods. This general scheme could be used for contests by other groups as well, such as B.T.A. groups, women's organizations, and churches. In all other particulars, contests could be worked out as usual, but it is necessary that the regulations on issuing points for fats be observed.

Payment for Used Fats

23. Q. What is the OPA maximum ceiling price on used fats turned in to a grocer or butcher by a housewife, or a volunteer collection group?
- A. Four cents per pound on sales by the housewife, or volunteer group, to a butcher or grocer.
24. Q. What is the ceiling price on sales by a butcher or grocer to a renderer or independent collector?
- A. Five cents per pound. If the grease is not picked up by the renderer or independent collector at the place of business of the butcher or grocer, but is shipped to the renderer, the cost of transportation, plus the ceiling price, may be paid by the renderer to the grocer or butcher.
25. Q. What is the top price an independent collector may charge a renderer?
- A. (1) Six cents a pound on sales by an independent collector to a renderer for grease collected in areas where an independent collector or renderer collected fat-bearing or oil-bearing waste materials during the period from May 1, 1942 to July 6, 1942 inclusive. This is the top price of the grease delivered to the renderer, except where grease is shipped to the renderer by common carrier. In this case the maximum price is 6 cents per pound f.o.b. point of shipment.

- (2) Seven cents a pound on sales by an independent collector to a renderer for grease collected in areas where no independent collector or renderer collected fat-bearing or oil-bearing waste materials during the period May 1, 1942 to July 6, 1942 inclusive. If the grease is not picked up by the renderer at the place of business of the independent collector, but is shipped to the renderer with the cost of transportation paid by the independent collector, the actual cost of transportation may be added to the ceiling price of 7 cents.

"Killing Fat"

26. Q. What is "killing fat" and are red points paid for it?

- A. "Killing fat" is that which results when the fat from the offal, meat trimmings, or bits of waste fat are rendered from home-butchered animals or animals butchered and cut up in a freezer locker plant, butcher shop, or other such establishment. Although such fats are as greatly needed as used household fats, no red points are paid for them. However, farmers or others who turn in "killing fat" for salvage should receive the going market price in terms of money. *Red points are paid only for used household fats.*

WAR FOOD ADMINISTRATION

RURAL FAT SALVAGE KIT

News Story for State Level, (Rural)

NOTE: THIS IS A PATTERN STORY. PLEASE LOCALIZE AS MUCH AS POSSIBLE

To help meet stepped up military needs and to fill industrial and essential civilian requirements, American housewives are being asked to salvage 250 million pounds of used kitchen fats in 1945, _____, State Extension Director (OR OTHER IDENTIFICATION) pointed out today. This is about 50 percent more than housewives salvaged in 1944.

Last year, housewives of _____ salvaged a total of _____ State _____ pounds of fats in the Nation-wide drive, Mr. _____ said. This year goals have had to be increased, and much of the anticipated supply is expected to come from agricultural areas.

"Farmers have a direct interest in the Fat Salvage Program," Mr. _____ declared, "because fats collected under this program help to make many items used on the farm. These include insecticides, fungicides, synthetic rubber for truck and tractor tires, protective coatings for farm implements, some veterinary preparations for treatment of livestock, preparations for processing and tanning of leather, leather dressing, fertilizers, lubricants, treatment of canvas textiles, explosives for use in blasting rock, animal feeds, and others. These are in addition to numerous important war and industrial uses, such as for medicines, military and civilian soaps, munitions, airplane lubricants, incendiaries, high resistant paints, and nylon for parachutes.

Rural women have a greater opportunity to salvage used fats than have city women, Mr. _____ pointed out, because farm wives generally have home-produced meats in quantity, and a much wider use of poultry. Rendering of waste fat at butchering time also is important he said.

Mr. _____ explained that this type of fat--known as "killing fat"--represents a large

volume and maximum quantities of it are needed, as well as used household fats. Although red points are not given for "killing fat," it can be sold at the going market price. Animals which have died on the farm are also important sources of fat.

"Used fats join soybeans, peanuts, corn and cotton in the march from farm to battlefront," Mr. _____ said, "It's just as important to save used fats on the farm as it is to raise oil crops. Fats collected in the drive include drippings from the roasting pan as well as the residue of refined vegetable oils."

Housewives will be paid two red points and up to 4 cents for each pound of used household fats poured into clean tin cans and turned in to their butcher or grocer.

WAR FOOD ADMINISTRATION

RURAL FAT SALVAGE KIT

Suggested Local Story for County Level (Rural)

NOTE: THIS IS A PATTERN STORY AND SHOULD BE LOCALIZED AS MUCH AS POSSIBLE.

Farm women, and homemakers in small towns, are called upon to contribute a large share of the 250 million pounds of used household fats needed to make up a deficit in 1945 fats-oils supplies, _____, County Extension Agent, (OR OTHER IDENTIFICATION) announced today.

Stepped-up military demands and industrial and essential civilian requirements in the face of a lower supply than in 1944 brought about the need for a higher quota than the 170 million pounds of used kitchen fats turned in by American housewives last year, Mr. _____ pointed out.

The 1945 hog slaughter, an important source of fat, will be lower than in 1944, he said. Although cattle slaughter will be about the same this year as last, no additional supplies of tallow can be counted on from this source. Domestic oil-bearing seed production is expected to be increased in 1945, but harvests of these crops will come late in the year. Importation of fats and oils will probably continue to be limited for some time despite military success in the Philippines.

Rural housewives have a large supply of the estimated potential 500 million pounds of used kitchen fats yearly, Mr. _____ said. Opportunities for salvaging used fats on the farm are now greater than those of city housewives, because of home production of meats on the farm and extensive use of poultry and other fat sources. At butchering time rendering of waste fat is also important. Mr. _____ stressed particularly that this type of fat--the so-called "killing fat"--is needed as much as used household fat, and represents a large volume. Although red points are not given for "killing fat," it can be sold at the going market price.

The field staff of the Extension Service has been asked to aid in the fat salvage drive in rural areas and it has pledged full support and cooperation

in the program, Mr. _____ said. Used fats help in making munitions, civilian and military soaps, medicines, airplane lubricants, and many other vital war and industrial uses. They are also important in manufacturing many things for direct farm use, such as insecticides, fungicides, synthetic rubber for tires, veterinary preparations for treatment of livestock, protective coatings for farm implements, leather dressing, fertilizer, lubricants, treatment of canvas textiles, dynamite for blasting rocks, etc., animal feeds, and other products.

WAR FOOD ADMINISTRATION

RURAL FAT SALVAGE KIT

A message to Rural Homemakers

Millions of pounds of used kitchen fats--badly needed in the war effort--were wasted last year. In 1945, with lower supplies of domestic fats and oils and with our principal sources of imports cut off, America must turn to the kitchen of every homemaker of the Nation to obtain used household fats for military, industrial, and civilian uses.

The goal for used household fats in 1945 is 250,000,000 pounds--80,000,000 pounds more than housewives salvaged last year.

Many of the meats which yield the most fat are available less frequently to city people. Consequently, a special appeal is being made to rural homemakers to save and deliver larger amounts of fat which can be no longer used in cooking, or which may be in excess of the family's need.

In farm homes each piece of meat served does not represent ration stamps. Moreover, the rural home usually has supplies of home-produced beef, pork, lamb, and fowl. Thus, rural housewives generally have used kitchen fats in excess of their needs, and can make a larger contribution than urban housewives to the Fat Salvage Program. Today's need for used fats calls for the support of every woman in this drive.

The used fats you contribute are needed to make munitions, military medicines, opiates to ease pain, sulfa ointments, synthetic rubber, nylon for parachutes, military and civilian soaps, and numerous other items necessary to the war effort and for essential civilian uses. We have a tough job ahead, and each citizen has a stake in winning the war. The reward for fat salvage: Two red points and up to 4 cents per pound, plus the satisfaction you derive from contributing to this vital war program. So, let's skim, scoop, and scrape every "smidgin" of used fat for victory!

WAR FOOD ADMINISTRATION

Rural Fat Salvage Kit For Rural Magazines

Here's a 64-dollar question that Hitler won't want to see answered:

In addition to the splendid production job they are doing, how can American farm families increase available supplies of the fats and oils needed for essential wartime purposes?

Actually the answer is a very simple one, which many rural families are already putting into practice.

For, by saving every bit of fat, farm families can make a big additional contribution to the war. And, incidentally, they will be helping themselves.

This answer is as workaday as pouring all the used fat from the frying pan or roaster into a clean tin container kept near the stove where it is readily available. It calls for saving and rendering the scraps of fat left over from preparing meat for canning or freezing. It calls for salvaging the intestinal fat from home-slaughtered livestock, or notifying a renderer of the whereabouts of a dead "critter" he can pick up for salvage purposes.

Many farm families are already doing these things to the utmost. But there's an urgent need to step up fat salvage in rural areas.

Fat supplies will be smaller during 1945 than last year but requirements for essential military and civilian needs will be greater -- adding up to the tightest supply situation since the war began. To make up the deficit between available supplies and essential requirements a goal of 250 million pounds of salvaged fat has been set. This is well above the 170 million pounds of used household fats collected last year, when meat marketings broke all records.

Here's where farm families come in. For the farm homemaker will be in a position to save more fat from home-slaughtered meat and poultry than the city housewife whose supplies are now on the lesser side. That's beside the

large quantities of used fat such as fat trimmings and intestinal fat, which can be rendered out and saved in connection with slaughtering. Although the farmer does not receive points for this type of fat, he should receive the going market price for it.

All this adds up to some work. But it adds up to pounds of fat — millions of pounds of fat from all the farms of America. And it adds up to money when the fat is sold. For every pound of fat the housewife turns in, she gets two red points and may get up to 4 cents.

Furthermore, fat is used in the manufacture of many items which are needed on the farm—items such as insecticides, fungicides, fabrics, synthetic rubber tires, protective coatings for farm implements, vaccines used by veterinarians, leather dressing, fertilizer, lubricants, and dynamite. Used fat is needed also in the manufacture of essential materials of war—munitions, military medicines, military soaps (and civilian soaps), rainproof clothing and packaging, and many others.

A recent survey of rural areas indicates that the majority of farm families do save fat, and that more than half turn in fat for salvage after using what they need for household purposes. But a considerable number of farm housewives reported they could save more. And a few reported that difficulties of disposing of what fat they had saved had discouraged them from further effort. It is true that fat collection in the country has lagged behind that in urban areas, owing to greater difficulty of making pick-ups in thinly settled areas. The War Food Administration, which now directs the Fat Salvage Program, is making every effort to iron out these collection problems. Assistance is being given also by civic and other local groups.

The stake of farm families in the Fat Salvage Program is both personal and patriotic. The record shows that farm families have met production goals in spite of shortages of labor and machinery. They will do no less in helping reach the 1945 salvage goal of 250,000,000 pounds of used household fats!

WAR FOOD ADMINISTRATION

NEWSPAPER FILLERS

- (1) Keep a clean tin can handy in your kitchen to salvage used fats. When the can is full, turn it in to your butcher or grocer. He'll pay you two red points and up to 4 cents for each pound.
- (2) Need extra red points? Turn your used kitchen fats into your butcher or grocer and get two red points per pound.
- (3) Needed now! 250,000,000 pounds of used kitchen fats to help make munitions, medicines, soaps, and many other war and civilian goods. Turn in used fats today!
- (4) Your butcher or grocer will pay you two red points and up to 4 cents for each pound of used kitchen fats turned in to him. Turn yours in today!
- (5) Those used fats no longer needed in your kitchen can help make munitions, medicines, soaps, and other war necessities -- IF you turn them in to your butcher or grocer!
- (6) Pour used fats no longer needed in your kitchen into a handy tin can and turn it in to your butcher or grocer. They're vitally needed now!
- (7) Used fats saved every day and turned in regularly to your butcher or grocer can add up to a lot. The 1945 goal is 250 million pounds!
- (8) Join the final push for victory by salvaging used fats regularly. They help make munitions, medicines, soaps, and other war-needed goods.
- (9) Goal for 1945 is 250 million pounds of used kitchen fats. Turn in your share at your butcher's or grocer's regularly.
- (10) A little each day can help pave the way! The goal is 250 million pounds of used kitchen fats this year. Save yours and turn them in often!
- (11) A clean tin can - used fats no longer needed in your kitchen. Get them together, turn in to your butcher or grocer, and you'll help meet the 1945 goal of 250 million pounds of used fats!
- (12) Drippings from your roasting pan can be used again - by Uncle Sam. Turn in your used kitchen fats to your butcher or grocer today!
- (13) Used fats help make munitions, medicines, and many other military and industrial goods. Turn your used fats in today and help meet the 1945 goal of 250 million pounds.
- (14) Help bring victory closer by turning in used fats - they help to make munitions, medicines, nylon, synthetic rubber, soaps, and many other needed products.

- (15) Skim meat-base soups and scrape the roasting pan for used fats. Turn them in to your butcher or grocer and collect two red points and up to 4 cents for each pound!
- (16) A wartime "must" - 250 million pounds of used kitchen fats this year. Turn yours in regularly!.
- (17) What are YOU doing to help salvage the 250,000,000 pounds of used kitchen fats needed this year?
- (18) Make it easy for yourself to get two red points and up to 4 cents per pound from used kitchen fats. Keep a tin container handy to the stove.
- (19) The Army and the Navy, who do the fighting, also salvage used kitchen fats. Turn in badly needed used fats from your kitchen.
- (20) Parachutes used by fighters all over the world are protected with coatings made with fats just like those used fats needed from YOUR kitchen!
- (21) So you get a real bonus for doing something you want to do! Two red points and up to 4 cents for every pound of used fat from your kitchen!
- (22) That extra pound or so of used fats from your kitchen won't win the war...but it will help.
- (23) Have you any used kitchen fats to turn in to your grocer or butcher today? The Nation needs these waste fats to make important materials of war.
- (24) Don't pour it down the drain! Save that used kitchen fat in a tin can conveniently near the stove! These used fats can help to make up the deficit of needed fats and oils we can't get from Jap-held areas.
- (25) Those used household fats from your kitchens are made into medicines--among other things--for fighting G. I.'s who need them.
- (26) Help grease the wheels of victory with used fats from your kitchen.
- (27) Maybe you can't be a part of an American combat assault team--but you can save used fats from your kitchen to help provide the things assault troops must have.
- (28) Happy habit!--Having a tin container handy to the stove for collecting the used kitchen fats needed by the Nation.
- (29) Aunt Mary says, "Speaking of making things easy, ever since I put the can for saving used kitchen fat right next to my cooking salt--near the stove--I've doubled the amount of used fat I save."
- (30) Aunt Mary says, "Used kitchen fat slips into a handy can near the stove just as easy as it slips down the drain--only, saved in the can it brings you two red points and up to 4 cents a pound, as well as helps the country solve a tough problem."

- (31) News item: American Women Urged to Save 250 Million Pounds of Used Kitchen Fats in 1945!
Greasing the skids for Tojo?
- (32) Missus Wado says, "Jack Spratt could eat no fat--so his wife ought to be making quite a record in saving used fats in the Spratt kitchen."
- (33) -- Save Used Fats --
- (34) -- Turn in Used Fats --
- (35) -- Salvage Used Fats --
- (36) -- Two points a pound for used fats --
- (37) -- Needed now: More Used Fats --
- (38) -- Used Fats Needed Now---
- (39) -- Earn Red Points Through Used Fats --
- (40) -- Earn Red Points - Turn in Used Fats --

Rural Fat Salvage Kit
Farm Program Directors (Radio)

Fat Salvage in Rural Areas

Background: There is urgent need to step up the salvaging of used fats in 1945. We have greatly increased military and industrial requirements for fats and oils -- but our supplies are less plentiful. Total domestic production of fats and oils for use in 1944 was 10.9 billion pounds...for 1945 the total is expected to be about 9.8 billion pounds.

The 1945 supply of fats and oils will be smaller for these reasons:

In 1944 we had record livestock marketings. Heavy slaughter yielded ample supplies of lard and grease. Lard production totaled 3,250,000,000 pounds. In fact, lard came on the market in such quantities that available storage space could not accomodate all of it, and some supplies had to be diverted to industrial uses. The story is different for 1945. We will have a reduced total slaughter...last year farmers adjusted livestock production to available feed supplies and pasture. This will mean a lower total 1945 slaughter. Cattle slaughter will be about the same as in 1944, but hog slaughter will be down sharply, since 1944 hog production (for slaughter in 1945) was 29 percent below 1943. It is estimated that 1945 lard production will be only 2.4 billion pounds. In addition, the equivalent of 40 percent of all lard must be set aside for Government purchase.

In 1945 total output of inedible tallow and grease may be around 1,820 million pounds -- 150 million pounds less than in 1944.

To summarize: The U. S. is tapping every available source for its needed fats and oils. Domestic sources provided nearly 90 percent of the 12 billion pounds of all types of fats used and exported. There is urgent need to salvage all used fats in spite of all other efforts to increase our yields of fats and oils.

The Action

The action required is that of getting to every farm homemaker the story of the need for used fats to help make hundreds of items -- including munitions, military and civilian soaps, military medicines, synthetic rubber, airplane lubricants, incendiaries, nylon for parachutes, high-resistant paints, hydraulic fluids, pharmaceuticals, preparations for tanning and processing of leather, insecticides, fungicides, and other products for military, industrial, and civilian uses.

It is estimated that the annual potential supply of used household fats is 500 million pounds. A large part of this is on farms.

The farm housewife is in a relatively better position than her town and city counterpart for saving used fats at the present time, because of home-produced meats and available fat supplies.

Here are some suggestions to point up in the rural phase of the Fat Salvage Program:

1. Farmers have a direct interest in this program since fats collected under the program help to make many items used on the farm...such as insecticides, fungicides, synthetic rubber to keep trucks and cars rolling, protective coatings for farm implements, veterinary medicines, leather dressing, lubricants, fertilizer, some animal feeds, tents and canvas fabrics, dynamite, and others.
2. Waste materials at home butchering time can go into the fat salvage drive. This "killing fat" represents a source of large volume, and it is needed as badly as used household fat. Although no red points are given for "killing fat", it can be sold at the going market price.
3. Used household fats join the oil from soybeans, cottonseed, peanuts, and corn in helping to make military and industrial items. (An important source of fats of the type collected under the program is the residue of refined vegetable oils.)
4. Because of home-produced meat, plentiful use of poultry, etc., farm housewives have a greater opportunity to salvage used fats than city housewives.
5. Another important source of waste fat is that which the renderer collects from animals which die on the farm.

Ask the farm housewife, as well as all others, to turn all used fats in for salvage when they are no longer usable in the home. Ask her also to keep a metal container in a handy place and pour the used fats into it. When the tin can is full, the housewife should turn it in to her local butcher or grocer. She must receive two red points and may receive up to 4 cents for each pound of household fats turned in.

WAR FOOD ADMINISTRATION

Rural Fat Salvage Kit
Farm Radio Script

- 8 -

FAT SALVAGE IN RURAL COMMUNITIES

- ANNCR: There is an urgent need to step up the salvage of used household fats in farm communities during 1945. Military and industrial requirements for fats have increased, while the continued war in the Pacific cuts off our normal imports of coconut oil and copra. The household that salvages used fats is the largest source left to us whereby we can make up a deficit in our supply. Recently the direction of the Fat Salvage Program has been turned over to the War Food Administration. The Extension Service, the War Production Board, the Office of Price Administration, Office of War Information, and the Armed Services are cooperating in carrying on this work. Here with us today is _____ of (WFA, Extension Service, etc.) who is going to discuss with us "Fat Salvage on the Farm." Why is the War Food Administration looking to farm homes to supply additional salvaged fats, Mr.(s) _____?
- WFA: It is a well-known fact that today the average farm family has access to more meat and poultry than urban or city families. This additional meat, especially pork, results in more fat that can be salvaged.
- ANNCR: Just how should the farm homemaker save this fat?
- WFA: She should pour the fat, free of pieces of meat and bones, into a tin can. She should not use glass containers, for the OPA requires that salvaged fat be turned over to the renderer in the original container. Glass may break during shipment.

WFA: She takes it to her grocer or butcher on the next trip to town. He may pay her up to 4 cents per pound in cash, in addition to two red ration points.

ANNCR: What if the grocer is having difficulty getting the fat picked up from his store by the renderer?

WFA: He should notify the local fat salvage committee, the Extension Service, or write to the War Food Administration office in his State.

ANNCR: It seems to me there are other ways of salvaging fat on a farm, Mr.(s)

WFA: Of course. In addition to fats saved in the kitchen on a farm, a large quantity can be saved at butchering time.

ANNCR: You mean the meat trimmings and other scrap materials that can be saved and rendered by the home butcher?

WFA: That's it. But it should be made clear that cash, but no points, can be given for these so-called "killing fats." The OPA does permit the payment of two points per pound for household fats, but to keep our meat supply in just and fair distribution, red points cannot be paid for large quantities of fat from farm butchering. The fat is needed just the same, however, and the farmer should get the going market price for it.

ANNCR: And I understand that renderers are equipped to pick up and process for tallow animals that have died from natural causes on the farm.

WFA: Yes. But household salvage is still by far the most important source for increasing our supply of fats and oils this year.

ANNCR: Mr.(s) _____, we know that fats and oils are needed to produce materials of war, but is there a direct relationship between fats and oils and materials used in farming?

WFA: Farmers have a direct interest in the Fat Salvage Program, not only in furthering the war effort, but in fungicides, insecticides, synthetic rubber for tires, protective coatings for farm implements, certain veterinary preparations, protection of fabrics, lubricants, fertilizer, animal feeds, leather dressings, and explosives. Fats and oils enter into the manufacture of all these items, and many more.

ANNCR: Furthermore, a few cents a pound plus two redemption points make household salvage worth while to farm homemakers.

WFA: Time after time, America has called on her farms for vital war supplies. And farm people have never failed to respond. I'm sure farm homes will respond in full measure to our call for used fats.

ANNCR: Thank you Mr.(s) _____, for your information regarding fat salvage on the farm and in rural communities, and how important this source is to our war requirements.

WAR FOOD ADMINISTRATION

RURAL FAT SALVAGE KIT

Radio Shorts

FAT SALVAGE ON THE FARM

This year we need to salvage 250 million pounds of the used household fats and other fats that often go to waste. These fats are needed for a multitude of war uses. Many products manufactured from used fats go right up to the fighting front...munitions...the tough paints needed to keep guns, ships, engines, and thousands of other items free from rust and in fighting condition...medicines that are needed now and will be for a long time to help injured and sick men and women in the service get well. And used fats help to make many civilian products, including many used on the farm. Among these are insecticides, fungicides, veterinary preparations, synthetic tires, harness dressing, fertilizer, and animal feeds.

There are three ways in which farmers of this country can help collect the 250 million pounds of fat that are needed.

One of these ways is to save the edible fat that clings to the stomach and other offal at butchering time. This can be trimmed out very rapidly. In the course of a few minutes from 3 to 5 pounds of edible fat can be taken from a hog that is being butchered. There are around 15 million hogs butchered on the farms of this country each year. The saving of edible fat from the offal of these home-b butchered hogs will help mightily at the present time. Saving can also be made when other animals such as cattle and sheep are slaughtered. One precaution that the specialists of the War Food Administration suggest is to hang the fat up to cool thoroughly as soon as it is removed. When it is thoroughly cooled out and dry, the fat can be put in a container and taken to town on the next trip. This "killing fat" is needed as much as used household fat.

Although no red points are given for it, it can be sold at the going market price.

Another way of helping collect fat is to get dead animals to the renderers. The best way for a farmer to do that is to have the renderer come for the dead animal. The renderers have the equipment needed to load the animals...they know what precautions to take in cleaning up the place afterward, and they salvage the hide and other parts that are usable. For a farmer to turn any animals that may die over to the renderers is to save time and labor for himself and needed war materials for the whole country.

Any farmer who does not know how to get in touch with a renderer can find out how through the county agent.

Of course, the third way is for farm homemakers to salvage fats just as homemakers in the towns and cities do. Have a container handy...everytime there is some used household fats left over pour them in the container...two red points and up to 4 cents a pound will help pay the cost of getting the fats to the butcher.

Make the best use of all the fat at home, but don't let a bit go to waste.

-oOo-

Farmers of this country can help collect the additional 250 million pounds of salvaged fat that are needed to make the multitude of products that are being used to fight the war and to heal the wounds and sickness of our men and women who have been injured in the war.

One of the most productive ways is to save all the fat from animals butchered. This fat can be trimmed off the stomach and other offal, cooled and sent to market. This is an important source of fat. And although no red points can be given for this fat, it can be sold at the going market price.

-oOo-

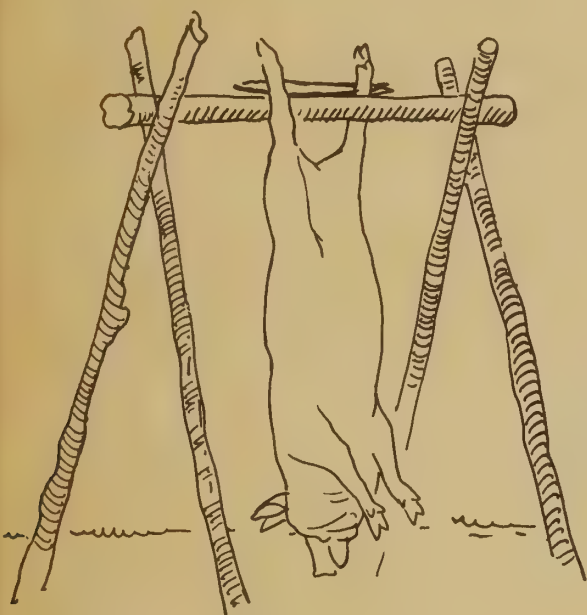
Farm homemakers can salvage used kitchen fats these days just as homemakers in towns and cities do. City homemakers are interested in red points...but all homemakers alike are anxious that there shall be enough fats to make munitions and the thousands of products that go right up to the fighting front or the medicines that are needed now and will be for long after the war to heal the wounds and the sickness of men and women in our fighting forces.

CARTOON SUGGESTIONS

for your letters and circulars ...



THE FATS YOU SAVE HELP MAKE
INSECTICIDES



AT BUTCHERING TIME
Remember to ***SAVE FATS***



Fats are used in making synthetic rubber
to ***KEEP TRUCKS ROLLING!***

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

FAT SALVAGE PROGRAM

February 1945

Feature News and Advertising Service

Several WFA-USDA representatives have inquired as to the feature news service and cooperative advertising service provided for use in the Fat Salvage Program, by the American Fat Salvage Committee, Inc., 247 Park Avenue, New York 17, N. Y. This service consists of --

- (1) Regular features, a 4-panel comic strip "Lt. Jane Army Nurse" issued weekly to any newspaper, daily or weekly, upon request, and a daily, one-panel cartoon "Fatso", issued five times per week.
- (2) Regular and frequent releases of news features consisting of articles, cartoons and photographs, all of which are available to both dailies and weeklies for publication.
- (3) Cooperative advertising which consists of full-page advertising layouts in two sizes, the standard 8-column page, and the tabloid size of five columns.

Mats on artwork are available with all of the above feature services, and the full page advertisements.

More than 6,000 papers receive these services regularly, all of the daily newspapers and close to 5,000 of the principal weeklies.

Arrangements have been made to forward to regional representatives of the War Food Administration, proof sheets of all material issued through the Fat Salvage Committee which will be passed along to all Department of Agriculture representatives who contact the general public and the press.

All representatives are urged to call on editors of papers in their districts to show them the material and to ask for editorial cooperation in the campaign.

News features shown on the proof sheets are intended for use as editorial copy. Over 8,000 full pages of cooperative advertisements were placed by weekly and daily papers during 1944. Newspapers are supplied with full-page mats and proofs, free of charge, and asked to solicit local merchants, Chambers of Commerce, and other civic-minded groups and individuals to sponsor these advertisements. In many communities, local merchants and trade associations have advertising funds available for war projects and some of these funds can be allocated to the Fat Salvage Program. In many communities, merchants, business and professional men underwrite the cost of the advertising and their names appear in a space provided in the advertisements for sponsors.

Because of the large coverage of feature and advertising services which go directly to the papers, and because of the expense involved, it is inadvisable

to furnish Department of Agriculture representatives with mats. However, wherever a representative finds that a local paper is not receiving this material and wishes to cooperate, mats will be immediately forwarded to the paper if the Department of Agriculture representative will send the name of the paper and the type of material required to this office, or directly to - Alexander Williams, Director of Information, American Fat Salvage Committee, Inc., 247 Park Avenue, New York 17, N. Y.

Store display materials are distributed to retail meat outlets by renderers and direct through chain store organizations. Each store display set consists of a wall poster and counter card. If dealers in smaller towns are found not to have received store displays they may be secured (packed in lots of 50) on request to Marvin M. Sandstrom, Chief, Reports and Special Program Branch, Office of Supply, (CCC), War Food Administration, Washington 25, D. C.

WAR FOOD ADMINISTRATION
Office of Supply (CCC)
Washington 25, D. C.

February 1945

COMMENTS ON THE FAT SALVAGE PROGRAM

"American women in their kitchens and on the farm are making a vitally important contribution to our wartime economy by salvaging and turning in used fats.

"An adequate supply of fats and oils is essential to successful prosecution of the war. We must meet the necessary requirements of our military, industrial, and civilian production goals.

"Japanese seizure of Pacific areas from which the United States formerly imported large quantities of fats and oils required us to ask American farmers and American homemakers to replace these losses by increased production and through the salvaging of used household fats. Both have responded magnificently and deserve the thanks of their Government.

"Military demands have recently been greatly increased. It will be necessary in 1945 to salvage at least 100 million pounds more used fat than were recovered in 1944. To accomplish this, I ask every individual for the fullest cooperation in this important task. Every ounce of used fat that can be salvaged is urgently needed.

"American women, and the meat dealers who have loyally provided collection points for used fats during the past 2½ years, have made a major contribution. Your help is needed now more than ever before."

.....Marvin Jones, War Food Administrator

"The salvaging of used fats by American women is a vitally important home-front task."

"Thousands of items of the equipment of the United States Army require fats and oils or their byproducts to manufacture, service, and maintain them. Among these are practically all forms of military weapons, many military medicines, synthetic rubber, special airplane lubricants, parachutes, powder bags, soap, uniforms, blankets.

"It is essential to maintain an adequate supply of fats and oils. Tremendously increased military demands combined with the cutting off of former imports from Pacific areas made it necessary to ask American women to help meet our requirements by salvaging their used cooking fats. They and the meat dealers to whom these salvaged fats were turned in have done a splendid job for which all of us concerned with military and domestic production are most grateful.

"Our requirements for fats and oils in 1945 will be greater than ever before. To meet these requirements it will be necessary to increase materially the salvaging of used fats in the cities and on farms. I ask every American homemaker to make every effort to save and turn in the maximum possible quantity."

.....Maj. Gen. E. B. Gregory
The Quartermaster General

"It is the policy of the Navy to salvage used fats from its cooking operations whenever this can possibly be done. Last year the Navy salvaged millions of pounds of otherwise unusable fats for war manufacturing purposes. From these fats are made such important items as soap, protective coatings, indispensable rubber products, explosives, pharmaceuticals and many other things. There is a very real need for the fats with which to manufacture these products--and the Navy is glad to do its part in collecting all it can. We invite you to join the Navy in salvaging all of the used fats you can in your own home. The need is great and the task is small, though very important."

.....Rear Admiral W. J. Carter
Supply Corps, USN

"Rural families who help with the Fat Salvage Program make a real contribution to the war.

"Besides the magnificent job they have done to step up production of fats and oils to meet high wartime military and civilian requirements, country people are asked to redouble their efforts to save every ounce of fat they can salvage from slaughtering and cooking. They are asked to do this in addition to their already heavy production job, because:

Extra pounds of fats saved add to the Nation's supplies just as surely as do extra pounds of fats and oils from producing more livestock and crops.

"Butchers and grocers give two red points for every pound of fat collected. The rural housewife also is entitled to be paid up to 4 cents a pound. The Nation needs this fat!!

.....Chester Bowles, Administrator
Office of Price Administration

"To All Housewives on Farms and in Rural Communities:

"When our Government needed milkweed floss to make life preservers, people living on farms and in rural communities collected one and one-half million pounds of it. A magnificent job!

"You have another opportunity to help in our war program by doing a very simple job--the saving of your used fats.

"This year we need 100 million pounds more of used household fats than were obtained in 1944. These fats are used in enormous quantities by industry to produce implements of war and to supply our home needs of medicines, soap, and many other essential civilian items.

"Until the United States can again secure the fats and oils it formerly received from sources now in the hands of the enemy, we shall have to depend largely upon the used household fats that housewives save and turn in.

"I urge you to save every ounce--it is needed."

.....J. A. Krug, Chairman
War Production Board

"These Navy kitchens—galleys we call them—are run on a top efficiency basis. That means that those of us who are WAVE cooks salvage the fats that are no longer usable for food purposes. I know that none of my 'sisters' in the kitchen—outside of the services—are more careful about saving used fats than those of us with cooking jobs in the Navy. Won't you join us in this important task of saving every ounce of unusable fats—to help make many wartime products so urgently needed? Turn in your used fats to your grocer or butcher."

.....Maxine Leona Putman, B2/c
Wave Quarters I
Washington, D. C.

"The Navy saves every bit of inedible used fat from the galleys. I'm a Navy cook, and I know that we're continually salvaging every pound of used fat we can—because we know it is needed. The Navy makes lots of things it must have from the inedible fats we salvage. Won't you join us in saving used fats—even if you can't join the Navy? Take every pound you save to your butcher or grocer."

.....Joe Henry Tomlinson, SCl/c
Receiving Station
Washington Navy Yard
Anacostia, D. C.

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